

SPORT FOR ALL WORLDWIDE: A CROSS-NATIONAL AND COMPARATIVE RESEARCH

Lamartine DaCosta & Ana Miragaya
Universidade Gama Filho
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The purpose of this research report is to present the development and the conclusions of an investigation with 36 countries from five continents in the theme of Sport for All (SFA). The database of this investigation comprises the chapters previously found in this book. They represent study cases of countries that adhered to the research project that took place during 1999 and 2000. The comparative method was the basis for data gathering, planning, implementation, analytical procedures and inferences of this study.

PROBLEM AND AIMS

The aim of the present study is to provide a body of knowledge able to give aid in the selection process of more adequate ways and means to develop SFA practices worldwide. Scientifically speaking, there seems to be a gap between practice and theory regarding SFA development as it has been openly argued since 1991 (Oja & Telama, 1991), which constitutes a problem subjected to investigation. At this point it is necessary to include the current claim for common conceptions of SFA in different cultures in view of a larger and updated scope of social needs and scientific knowledge.

The introductory chapter of this book displays a theoretical review of SFA both as a sport practice and as a cross-cultural phenomenon. It also presents the above-mentioned problem and outlines a methodological strategy for the investigation. In terms of international comparative method, the objective of this research is valid as long as SFA is considered a universal phenomenon and at the same time different in terms of cross-cultural and cross-national focus and substance. Thus, a comparative study on the 36 adherent countries from five continents may illuminate the suitability of SFA alternatives in each cultural setting, either in rich or in poor geographic areas. Concerns related to local appropriateness may also provide more global significance to SFA.

HYPOTHESIS, RELEVANCE AND PREPARATION

Despite the impact of physical activities on the quality of life of an important part of the world's population, the hypothesis behind the central problem related to this study refers to SFA as lacking a theoretical construct of scientific validity. This need would account for the growing responsibility of SFA interventions that take place by means of health, leisure and sport developments in a variety of countries.

Therefore, the methodological process of decision for the implementation of this research considered experience and trends as central elements to gather the data for the inquiry. Consequently, a standard pre-set framework for the production of the case studies of 36 countries was elaborated in order to describe and analyze those elements provided the need of developing theory from practice (DaCosta, 1998).

METHODOLOGY AND REFERENCE SOURCES

In addition to the fundamental requirements for comparative procedures, the methodological strategy was developed on account of traditional and recent sources related to comparative studies. Overall, the framework categories guided the selected authors of each case study in their description and analysis of national context in terms of SFA.

The proposed categories for this initial task were submitted to validation and then listed in the following order: 1. History; 2. Institutions; 3. Marketing; 4. Culture; 5. Sponsorship and Finance; 6. Target Groups and Activities; 7. Settings and Activities; 8. Strategy and Activities; 9. Social changes and 10. Conclusions. Table 1 exhibits the strategic choices of the research in a sequential order of procedures as referred to basic sources of comparative literature. In the next sections detailed and adapted definitions of the procedures of Table 1 are presented and discussed.

METHODOLOGICAL DISCUSSION AND VALIDITY

The adaptation and correspondent discussion of the existing knowledge of the comparative method to the presuppositions of this research are settled in the introductory remarks of this book. In this context, special attention was given to former experiences in similar studies of the sport area in order to avoid repetition of biased procedures and interpretations. As reported previously by DaCosta (1998, pp.14-23), a validity test of the data-gathering framework took place at the end of 1998, before the beginning of the investigation process. Its purpose was to guarantee

reliability for the procedures of the research. Another test took place in 2000 to verify the feasibility of the secondary comparative analysis as proposed by the relationships in Table 1. The result of this experience was discussed in a seminar promoted by the International Society for the History of Physical Education and Sport in 2000. The full report will be published elsewhere (DaCosta, 2000).

Table 1
 METHODOLOGICAL STRATEGY OF INTERNATIONAL SFA RESEARCH
 SEQUENTIAL PROCEDURES FOR COMPARATIVE ANALYSIS

STEPS	TASKS	BASIS	FOCUS	OUTCOMES
First	Interpretation (a)	database in words /numbers (b)	Historical, social, cultural etc areas of knowledge (a)	Identification of variables (b)
Second	Juxtaposition Analysis(a)	Variables (b)	Similarities and Differences (a)	Longitudinal analysis of variables(c)
Third	Simultaneous Comparison – 36 countries (a)	Variables (b)	Primary comparative analysis (d)	General trends (c)
Fourth	Point-specific comparisons by selected countries and/or categories	General Trends - five continents (c)	Secondary comparative analysis (d)	Trends in context - specific relationships (c)

(c)

Reference sources: (a) Bereday (1964); (b) Haag (1998); (c) ICSE (1999); (d) Lindquist (1997).

SETTING HISTORICAL PERIODS

Taking into account the framework for data gathering, the descriptions and analysis made by authors were restricted to the period of three decades (1970s - 1990s). But, item no. 1 of the framework, "History", as dealt by authors, had forwarded descriptions before this period that had resulted in historical compositions with meaningful chronological units, related to centuries. In this respect, the editors, working as researchers, followed the change of historical perspectives wherever necessary for developing interpretations. Thus, in the final conclusions of this comparative investigation, general trends are historically identified according to frequency criterion in the analysis of countries and continents; therefore, trends in context are dated according to the subject of particular demarcation.

EXPERIENCES AND TRENDS

Each country pertaining to this comparative investigation is a case study on SFA, presenting descriptions that constitute a singular experience. Moreover, several descriptions provided by continents are the input for comparative analysis in order to define general trends. Therefore, these described experiences must be set in accumulative reviews as far as they become meaningful in juxtaposition arrangements. In turn, a single or a limited group of descriptions may be submitted to analysis in search of interrelationships, then producing contextual trends. This distinction has also become a guideline in the construction of the format of the conclusions.

MACRO AND MICRO INTERPRETATIONS

The previous assumptions require operational definitions for the implementation of the comparative analysis and for the elaboration of the respective conclusions. According to Oyen (1992, p.10), a key definition for comparative procedures is related to the linkages between macro-level and micro-level in order to make interpretations from database. "Macro" necessarily implies "micro": both depend on where one stands (Teune, 1992, pp. 39-40). Also, both levels of analysis can be treated as contexts: from a macro perspective, the context may be identified by the universality of its interpretative statements; from a micro perspective, the context is specified by a set of

variables. Therefore, the purpose of macro-level comparison is first to find similarities and then differences, and vice-versa when the micro-level is the focus of the context (Scheuch, 1992, p.31). Table 2 is intended to facilitate the understanding of the relationships between levels of interpretation and corresponding comparative tasks. As such, this exhibition complements Table 1 in terms of levels of interpretation. More precisely, macro-level comparisons under historical, social and cultural focuses make interpretation of variables find universals. In SFA international research, continents are at the macro level from which a description of major similarities in contrast with differences comes out as general trends.

Table 2
 MACRO AND MICRO APPROACHES TO INTERNATIONAL SFA RESEARCH
 RELATIONSHIPS BETWEEN LEVELS OF INTERPRETATIONS

LEVELS	TASKS	OUTCOMES	FOCUS
• MACRO	• INTERPRETATION	• ANALYSIS OF VARIABLES	• HISTORY, SOCIETY, CULTURE etc.
• CONTINENTS	• DESCRIPTION	• GENERAL TRENDS	• SIMILARITIES - DIFFERENCES
• MICRO	• INTERPRETATION	• VARIABLES	• SINGLE COUNTRY
• COUNTRIES	• DESCRIPTION	• TRENDS IN CONTEXT	• DIFFERENCES - SIMILARITIES

Micro-level comparisons are referred to one single country from which interpretation of the context reveals meaningful composition of variables. Thus, description of contrasting differences in the face of major similarities yields trends in context. In summary, similarities and differences for the SFA comparative research are respectively (i) the most frequent variables detected in the description of countries with similar meanings (ii) the most frequent variables which contrast to similarities detected among countries.

From the point of view of level of analysis it is also pertinent to define variables, which are classified as structural-relational in the case of this research for focusing on the position of a fact in relation to other circumstances described in a national case. This kind of variables is here primarily defined and assessed for outlining general trends of SFA within longitudinal scopes of continents. When variables are referred to contextual changes in a particular country or group of countries, they indicate trends in context. In the case of a group of countries, comparative analyses seek point-specific relationships with the support of specialized areas of knowledge. For the purposes of this SFA investigation, the variables in both macro and micro levels are identified and assessed by frequency criteria as referred to descriptions and interpretations.

INTERPRETATION OF VARIABLES

According to Ragin (1987), the variable-oriented approach may be bridged to case-oriented approach in comparative studies. However, Oyen (1992, p.14) stresses the "causal complexity" underlying this possibility but she welcomes "empirically extensive" analysis in which selected data turn into meaningful comparative interpretation. In sport research area, Olafson (1991) presented a similar argument, proposing a "triangulation" that could incorporate selected data derived from both quantitative and qualitative methods. This author in addition recommends "the use of a variety of methods to improve the accuracy of the researcher's judgment of a particular phenomenon" since it "is essential to increase the degree of agreement among comparative researchers". In this concern, Lane (1992) also favors multiple approaches and methods as a characteristic of the new international comparative methodology emerged at the end of the 1970s. To this researcher, the so-called "empirically extensive" (large number of countries) and the "empirically intensive" (few cases as possible) may be combined in different ways.

The methodological strategy of this research, in effect, traces the developments suggested by Lane (1992), who is likely to represent an updated review of the comparative inquire internationally. As yet, the following definitions embody recent advances of comparative analysis and give appropriate content to Table 1 components:

Primary comparative analysis is a longitudinal interpretation of experiences in the same sample at various points in time, presented by means of assessment of most frequent facts and their average influence across a variety of countries. Interpretation is reached through interplay between past and present comprehensive approaches of a

particular fact as referred to areas of knowledge that directly focus on the experience under scrutiny. These areas for SFA interest are history, sport sciences, management theory, sociology and political sciences.

Secondary comparative analysis is a cross-sectional interpretation of data for only one point in time, presented by localized, but intensive observations. Interpretation aims to yield insights into the contexts on which SFA takes place in one country or a group of countries, as well as to identify links between specific factors and general trends of SFA activities worldwide. Another expected result of the secondary analysis of the SFA international investigation is to describe further exploration of specific questions and consequent clues for research developments.

ASSESSMENT OF VARIABLES

Assessment of a variable as part of its interpretation is raised by Ferrari (1992) as to attribute meaning to it by different entries for international comparisons. Vertical and horizontal assessments are significant examples of this procedure, as the former concerns social contexts showing different levels of economic development and the latter focuses on social contexts sharing a relatively similar level by the same evaluative approach. By using these two approaches, there may be a problem since similar levels of economic development do not often represent similar political regimes, social conditions and other relevant characteristics. But, putting apart the difficulties, vertical and horizontal assessments are valid to disclose similarities at different points of time.

With similar reasoning, Teune (1992, pp.44-45) legitimates different entries for the appreciation of variables, exemplified by a particular year or to particular time intervals, which have different meanings for different countries and activities. Summarizing, countries do not have to be necessarily compared at the same point in time with a particular variable just because this variable can be the same in different historical periods. In SFA grounds, for instance, the campaign style for active living promotion predominated in each country in different epochs, despite having similar proposals and organization rationales worldwide. In the interest of Table 1 definitions of components and presentation of variables of the next sections, more specific and operational definitions are now forwarded:

Accumulative experience refers in the present research to the description of facts and eventually their influences, with a typical meaning, as detected in different

periods of time or in its continuity overtime. This assessment is based on the occurrence itself, not on its importance because comparative facts have different degrees of relevance according to time, space and human relationships in national context. Thus, accumulative experiences are more meaningful when comparisons are made in a group of countries or between continents.

Frequency of variables is a number referred to the occurrence of a specific fact in a point or period of time in a particular country. For SFA concerns, frequency may have zero, one or more than one accounts within a defined period of time once a variable may appear and disappear consecutively or simply does not occur. Thus, frequency in this case is surely accumulative and so far here it represents the experience of a particular country. In consequence of this kind of quantification, frequency may have a total number superior to the number of countries in a comparative procedure. Moreover, this use of frequency is not appropriate in this case to combine with percentages and other quantitative referential values. Trends are mapped out in this criterion by bigger or smaller amounts in frequency numbers.

Database for comparative analysis is data coded in words and/or numbers in order to provide semantic meaning to descriptions and interpretations. This definition prevails over the distinction between qualitative and quantitative research. In terms of the comparative study here presented, the database has been constructed according to a framework of categories specially adapted to international understanding of SFA.

Juxtaposition analysis is a preliminary confrontation of data from different countries with a criterion of comparability upon which a valid comparison can be made. Similarities and differences are usually the format adopted by this criterion. From these contrasts, inferences are provisionally assumed to explain observed facts and eventually their influences. The results of this investigation are initially presented under the heading of "juxtaposition analysis" appropriately connected to the categories of the data-gathering framework. As the categories of History and Culture were described by means of equivalent variables, they appear together when juxtaposition analysis and conclusions are initially displayed.

Simultaneous comparisons are the final procedure of the comparative method when all countries together, according to their continental areas, are submitted to the assessment of variables by means of frequencies. This methodological stage stands as the accumulative experience of SFA in continental perspective. Therefore, trends are the analytical description of the variations of frequency. From these mapping procedures, conclusions are the expected outcome. In the case of the present research work, the conclusions are presented as general trends and as trends in context.

EQUIVALENCE OF VARIABLES

The problem of delimitation of comparative research is mostly referred to equivalence between facts and variables to be compared. This difficulty is described by Etzioni-Halevy (1992) as variables "may be of different magnitude in the various settings, so that disparities in size or quantity may be translated not only into differences in quality, but into differences in meaning as well". From the same source, it is here acknowledged that there is not a perfect solution for the equivalence problem. Actually, Etzioni-Halevy suggests that the variables to be compared must have contexts surroundings as similar as possible. Teune (1992, p.54), reviewing the same topic of equivalence admits "a great deal of observational flexibility must be used to get into the systems so that comparisons can be made". Finally, this latter author proposes a strategy of assessing equivalence "pragmatically flexible, adapting to context".

Moreover, Teune (*ibid.*, pp. 54-55) continues his recommendations emphasizing that "one way to reduce the equivalence problem is to compare relationships and change over time within and across systems (...) And in fact, many comparisons among countries are now of relationships within them, such as wealth and health within local governmental units. This partially solves the problem of establishing equivalence".

In terms of SFA comparative inquiry, the equivalence lies in the data-gathering framework that was proposed to provide identification and analysis of variables over time across and within SFA international initiatives. This methodological arrangement was equally based in the often recognized fact that within-variation may sometimes be greater than between-variation in cross-national comparisons (Oyen, 1992, p.7). As an improvement for the longitudinal assessment of variables, the international SFA framework for comparisons of this research

encompasses the category of "History" in order to give meanings to variations, if any.

APPROPRIATE GROUPING OF COUNTRIES

An appropriate grouping of countries also minimizes the problem of equivalence in a comparative international research. As far as this grouping procedure is related to relevant similarities in language, culture, economic development level etc., there are appropriate conditions for comparisons (Teune, 1992, pp. 50-51).

Another criterion to assess equivalence is the so-called "high unit order", which implies in taking into consideration global trends of nowadays society, such as economic and political blocks, environmental protection, cross-cultural activities (popular music, sport, Internet etc.), environmental protection and so forth (Scheuch, 1992, p.31; Teune, 1992, p.59; Oyen, 1992, p. 12). For the present investigation on SFA worldwide, the high unit order is the continent facing the presupposed globalization of sport in its different manifestations. Conversely, the relevant similarity of a group of countries is here presupposed to outline comparative tasks related to step fourth of Table 1.

TABLE 3
INTERNATIONAL SFA RESEARCH
ADHERENT COUNTRIES BY CONTINENT (N) AND BY POPULATION (%)

CONTINENTS	NUMBER OF COUNTRIES	PERCENTAGE OF CONTINENT'S POPULATION
ASIA	8	40,60
AFRICA	2	7,72
EUROPE	17	78,57
L. AMERICA	7	75,39
N. AMERICA	2	99,95
TOTAL	36	47,00

Table 3 exhibits the number of adherent countries of the present research and the proportion of each continent's population, which refers to those participating units in the comparison. Data used in the elaboration of this table were collected from "World Population Prospects", United Nations - UN, 1999. The previous chapters display the contributions of the different countries already identified. In the introductory chapter of this book, the participation of these countries was analyzed and considered appropriate despite Africa's low adherence. In view of the necessary appreciation of grouping conditions taking into account equivalence in terms of comparisons between countries and continents, supportive arguments for consolidation of those previous assumptions are displayed below:

- Despite the proportion of the distribution of population in the continents shown in Table 3, it does not represent SFA status. There is a preeminent participation of countries in all continents with the exception of Africa. In fact, Africa in this case is a problem of quantitative significance but it is also a solution for cross-country comparisons in terms of globalization meanings. Andorka (1992) confirms this interpretation: "By comparing research findings from countries belonging to different types it would be possible to ascertain the influence of the level of development, of cultural background and of the political and economic system on social phenomena and process".
- According to a review made by Sithole (1999), the penetration of SFA in Africa is minimum in comparison with other continents. Nevertheless, a recent survey done by the International Military Sports Council - CISM on the existing SFA activities with local military involvement had answers from 10 African countries in a total of 39 respondents. And the findings of this investigation show evidences of the high importance attributed by African military institutions to leisure time sport programs and to SFA activities (Neisberger, 1996). The experience of the authors of this research confirms the African institutional interest on SFA traced by CISM in the military area. In effect, the main editor of this book had contacted prospective writers from 8 African countries direct or indirectly connected with local SFA initiatives. However, in only two cases the requirements of participation in the project were met. In all, the inclusion of Africa in the interpretations of next sections is mainly admitted as support not only to future studies on SFA interventions in that continent's conditions but also to a better understanding of SFA idiosyncrasies worldwide.

- Yet in grouping countries for the comparative analysis, a final change in the aforementioned United Nations (UN) convention for populations and countries was made to replace Australia and Israel, including them in Asia. Respecting the higher unit order and globalization criteria adopted by this inquiry, those countries were moved from the geographic classification in reason of their voluntary affiliation to Asia Sport for All Association - ASFA. Latin America replaced South and Central America from UN standards in order to avoid the isolation of Mexico in the continental grouping of countries this research. Again, in the latter adaptation, the global cultural meaning of Latin America prevailed over segmentation of America's continental area.

PRESENTATION OF RESULTS AND CONCLUSIONS

A . History and Culture

Juxtaposition Analysis – 36 Countries – 19th/20th Centuries

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none"> • SFA begins from World War II – 1945 onwards • SFA as leisure or/and health development • SFA is historically rooted in traditional games and popular sports developments • SFA has multiple aims and denominations • SFA is conducted by national and local management (focus on mass and/or community) • SFA has cross-national influence (globalization) 	<ul style="list-style-type: none"> • SFA begins from Trim Movement 1970s onwards • SFA as development of sport practices • SFA is influenced by Trim Movement and European Charter • SFA is influenced by Fitness and/or Active Living Movements • SFA is conducted by business management (focus on market) • SFA has national sport traditions influence

Simultaneous Comparisons – 36 Countries - Accumulative Experiences

Table A.1. – The Beginnings — 1900/2000

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS/ VARIABLES	BEFORE 1945	AFTER 1945	1970s-TRIM MOVEMENT	EUROPEAN CHARTER – 1970s
ASIA	(6)	(7)	(3)	(0)
AFRICA	(0)	(1)	(1)	(1)
EUROPE	(9)	(9)	(6)	(11)
L. AMERICA	(4)	(5)	(3)	(2)
N. AMERICA	(2)	(1)	(1)	(0)
TOTAL	21	23	14	14

Table A.2. – The Developments — 1900/2000

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	ACCESS TO SPORT	LEISURE	HEALTH	LEISURE & HEALTH
ASIA	(6)	(7)	(7)	(7)
AFRICA	(0)	(1)	(1)	(2)
EUROPE	(9)	(8)	(6)	(14)
L. AMERICA	(4)	(5)	(4)	(4)

N. AMERICA	(1)	(2)	(2)	(2)
TOTAL	22	23	20	29

Table A.3. – Roots and Influences — 1900 /2000

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	TRADITIONAL GAMES INFLUENCE	NATIONALISTIC INFLUENCES	INFLUENCES FROM FITNESS & ACTIVE LIVING	ADOPTION OF CAMPAIGN FORMAT
ASIA	(6)	(4)	(6)	(3)
AFRICA	(2)	(0)	(1)	(1)
EUROPE	(9)	(6)	(10)	(6)
L. AMERICA	(6)	(0)	(4)	(5)
N. AMERICA	(0)	(0)	(2)	(2)
TOTAL	23	10	23	17

Table A.4. – Aims and Denominations — 1900/2000

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	MULTIPLE AIMS DENOMINATIONS	SOCIAL INCLUSION	POLITICAL MOBILIZATION	SPORT CULTURE DEVELOPMENT
ASIA	(7)	(5)	(3)	(6)
AFRICA	(2)	(2)	(2)	(0)
EUROPE	(11)	(7)	(9)	(3)

L. AMERICA	(7)	(6)	(2)	(0)
N. AMERICA	(2)	(2)	(0)	(2)
TOTAL	29	22	16	11

Table A.5. – Management — 1970/2000

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	GOVERNMENT	LOCAL COMMUNITIES	VOLUNTEERS	PRIVATE	BUSINESS
ASIA	(7)	(6)	(5)	(5)	(3)
AFRICA	(2)	(1)	(1)	(2)	(0)
EUROPE	(12)	(7)	(5)	(6)	(6)
L. AMERICA	(7)	(3)	(1)	(2)	(1)
N. AMERICA	(2)	(2)	(2)	(2)	(2)
TOTAL	28	19	14	15	12

Table A.6. – Local versus Global — 1970/2000

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	INTERNATIONAL INFLUENCE	OLYMPIC MOVEMENT INFLUENCE	LOCAL SPORT TRADITIONS INFLUENCE
ASIA	(6)	(4)	(6)
AFRICA	(2)	(1)	(2)

EUROPE	(15)	(6)	(9)
L. AMERICA	(5)	(4)	(4)
N. AMERICA	(1)	(0)	(2)
TOTAL	29	15	23

General Trends - Continents

- Historically, the pioneer initiatives of SFA in their various versions and denominations have not excluded one another. They sprang up in all continents, except for Africa, before World War II (Table A.1). After 1945 these experimental versions were expanded. It was during the 1970s that the TRIM Movement produced the most widespread format of SFA. Finally, the European Charter consolidated the expression Sport for All - SFA also in the early 1970s. Until today this Charter has had great influence in the continent where it originated.
- All of the variables of Table A. 2 (access to sport practice, leisure, health and leisure & health), which have made SFA meaningful in its different versions between 1900 and 2000, are still active. They have generated a synthesis that is represented by the association of leisure & health with access to sport. Within this context, it is important to point out that Asia has a high profile in all variables, in relation to other continents. Europe has concentrated more on leisure & health, always keeping the tradition of providing better access to sport practices. Finally, while Latin America tends more to promote leisure as a basis for SFA, North America tends to focus more on health.
- The influence of Traditional Sports and Games has the same level of the influence of fitness & active living on Table A.3 in relation to past and present data. However, in terms of continents, it is possible to observe that Latin America tends to follow the first variable (Traditional Sports and Games), while North America tends to go more for the second (fitness & active living). However, the nationalist meaning sometimes identified with Traditional Sports and Games is still present in Asia and sprinkled in Europe. The adoption of the campaign format that identified SFA initiatives in the 1970s and 1980s is still present in Latin America and North America but it became residual in other continents.

- Looking at Table A.4, it is possible to observe that SFA has had several denominations and objectives in all continents and that the purpose of social inclusion has become common, with more emphasis in Africa, Latin America and North America. On the one hand the popular mobilization with political objectives has had historical continuity on account of the one-century delimitation for SFA accumulative experiences, but with less effort in North America and Latin America. On the other hand, the objective to develop a culture of movement through SFA has had more comprehension and engagement in Asia.
- SFA basically depends on government in all countries. However, it is possible to notice that the private initiative has been increasing its participation in SFA (Table A.5). Then, if the private initiative is examined together with business, it comes to play a very important role in North America, Asia and Europe. Nevertheless, it is exactly in these continents where associations of local communities with volunteers have become a frequent practice. At the same time, this indicates not only a general tendency but also the fact that there is some articulation between a macro perspective (government and business) and a micro perspective (local management and volunteers). Taken this articulation as a feature of analysis, it is then possible to say that Asia is ahead of the other continents.
- Another type of association that shows up on Table A.6 is that of the globalization of SFA with the tradition of the local practice of physical activity and sport. Since the 1970s, SFA has developed through influences between countries, especially in Europe. This tendency has existed side-by-side with local managements, which is more evident in North America, Asia and Africa. The Olympic Movement has been included as some kind of reinforcement to the globalization of SFA, but with smaller influence in North America and in Europe.

Trends in Context - Country or Group of Countries

A. Asia:

- After 1945, there have been SFA initiatives in seven countries of Asia, three of which have adopted influences from the Trim movement since the early 1970s. In terms of Korea, it is possible to say that once the SFA movement shows up as a phase in the construction of the culture of movement, it can be inferred that its successive re-inventions came through the fusion of various concepts and the adoption of new denominations.
- In Singapore, the meaning of leisure & health is translated by the expression fun & fit, which makes up the communication basis of the national movement "Sports for

Life", launched in 1996. The use of the expression "life" as a synthesis of the combination leisure & health was also adopted in Australia by the campaign "Life. Be in It" of the 1970s.

- In Israel, the influence of Traditional Sports and Games (TSG) in the development of SFA is inserted in a wider perspective on which a culture of movement is constructed. The same was observed in Korea. This specific culture is based on values, which come from change and which reach sports in general and physical education. In Singapore, the TSG are understood as cultural expressions that give identity to the different ethnic groups of the country. In Australia, the TSG have been rediscovered by SFA. As a result, they have generated an additional role of cultural movement to enrich SFA.
- The cultural identity obtained through SFA in Singapore is also understood as a means of harmony among ethnic groups. The same happens in Malaysia and, out of Asia, in South Africa. Such use of SFA is related not only to social inclusion but also to politics.
- The international relations for the development of SFA are a means cultivated by six countries in Asia. The event Challenge Day (competition between cities of similar population numbers, taken place on one only day, totaling participants) is one of the symbols of this cooperation. This way, one of the favorite strategies of SFA in Asia is the promotion of large-scale events, adopted by six countries (Table G-2).
- Australia, Korea and Singapore are countries in which different versions of SFA had fast development because of the realization of big international competition (Olympic Games, Asian Games, World Championships). This relationship has also been identified in Latin American countries, which may suggest it could be a means of popular mobilization for physical practices.

A. Africa:

- In Africa, South Africa had SFA initiatives before the 1970s, and in this case the programs aimed at the white minority. After that, there were initiatives inspired in the Trim Movement, which also aimed at the white minority. The Sengala Movement became then a second phase of SFA within the context of South Africa, when open programs to all ethnic groups started as a consequence of the end of the apartheid regime in 1994. Mozambique started mass sport following socialist regimes of the 1970s, but it progressively adopted parts of the European SFA Charter.

A. Europe:

- Within the European context, nine countries had experienced different versions of SFA before 1945, including, five in the east, having mass sport as the basis. However, these five nations have adopted the European Charter in different stages to make the necessary adjustments and to legitimate the practices. This type of adoption of the Charter and of the principles of the Trim Movement has come up in these countries. That meant consolidation of previous experiences.
- The current models of SFA historical evolution (see chapter on Belgium-Flanders) are not completely confirmed by interpretation from European countries as found in preceding chapters. Thus, the often suggested phase of democratization of sport of the 1960s had similar approaches in eleven countries (three from the eastern region) out of a total of 17. Seven countries went through the phase of emphasis on the role played by the government and on the active lifestyle of the 1970s. But only two countries have recognized the commercialization phase of the 1980s and have confirmed the emphasis on individualization of the 1990s.
- In England, since the 1970s the idea of a historical *continuum* has prevailed, connecting SFA with top sport and attributing to both mutual influences and advantages.
- In Finland, the long-time tradition of sport for cultural affirmation as well as for recreation had a shift towards health promotion during the 1980s by influence of the UKK Institute.
- In Europe, there have been popular movements that have given basis to SFA such as (i) the summer camp movement in Greece, Italy and Poland, (ii) the movement of the workers in Finland, Austria, Italy, Portugal, Bulgaria and Poland, and (iii) the women's movement in Finland.
- Tourism has also supported SFA in different historic periods in Austria, Spain, Poland, Bulgaria and Italy.
- The movement 'back to nature' is one of the causes of SFA growth in Germany, Austria, Finland, Italy, Romania and Bulgaria.
- The movement that motivates recreation, which had come up in the United States at the beginning of the 20th century, had later repercussions in both Germany and Greece at different times.
- Football, in particular, and top sport, in general, have been acting as constraints to SFA in Hungary.

- There has been some expansion of volunteerism during the 1990s in SFA in Poland and Bulgaria, clearly showing the adoption of means of mobilization of participants inspired in Western Europe.
- Among the six European countries influenced by the Olympic Movement, Finland came first adopting the following motto even before World War II: "Olympic winners = healthy citizens".
- There is a sense of re-invention of SFA in different historic periods. One example of that is Finland, which had an event similar to today's Challenge Day back in 1941. This made it compete against Sweden in a walking competition with approximately 1.5 million participants in Finland against 0.9 millions in Sweden.
- Although there have been long-term sports traditions that go back to an ancient past in both Greece and Romania, it is worth noticing that there is a mentality against physical activities in different segments of their population.

A. Latin America

- In Latin America, four countries had shown experiences of SFA-type activities before 1945, produced by local conceptions. Within the contexts of Brazil and Argentina, there were fascist style manifestations of mass sport during the 1930s and 1940s. It is possible to detect on these occasions the introduction of external influences. The European Charter played a minor role in the continent, except for Uruguay, where Brazil had some influence. This also suggests the existence of cross-national exchange within the SFA movement.
- In Brazil it is possible to observe that the institutional instability of the government is also reflected in SFA initiatives. Nevertheless, large-scale events have had historical continuity supported and/or directed by different institutions.
- The sequence of approaches of SFA that concentrated primarily on recreation and leisure, and then on health, have been very clear in Brazil and in Colombia.
- The interpretation of top sport as a barrier against the development of SFA happens only in Chile, within a continental perspective.
- The movement of recreation generated in the United States at the beginning of the 20th century had consequences in Uruguay and in Brazil in the following decades.
- The international influence that has motivated SFA in all continents took place in Venezuela under the form of an agreement formally established with institutions in Canada.

- A mentality that goes against sports practice in certain population groups has been identified in Colombia and in Venezuela.
- Uruguay had offered technical consulting in relation to programs of public recreation in urban areas during the 1950s and the 1960s before the interchange between Latin American countries that have adopted the SFA in the 1970s.
- In Uruguay, Colombia, Chile, Venezuela and Mexico, international sports competitions have been pointed out as stimuli to the practices of SFA.

A. North America

In North America, variations of SFA, locally developed, had come up before 1945. The Trim Movement exercised some influence on Canada, which influenced SFA on its turn, confirming one more time the cross-national sense of the development of SFA.

B. Institutions

Juxtaposition Analysis – 36 Countries – 1970s/1990s

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none"> • The State is the major institutional support of SFA by means of Sport, Education, Health, Tourism, Youth etc. bodies 	<ul style="list-style-type: none"> • Non-Governmental institutions promote or/and implement independent SFA initiatives
<ul style="list-style-type: none"> • Sport System’s institutions manage SFA activities 	<ul style="list-style-type: none"> • For profit organizations act in SFA area
<ul style="list-style-type: none"> • Non specialized and private institutions act in SFA area 	<ul style="list-style-type: none"> • Insertion of SFA in the multi-layered sport system of the country
<ul style="list-style-type: none"> • There are institutional discontinuity and change in SFA management 	<ul style="list-style-type: none"> • There is an SFA roof organization with continuity in management

Simultaneous Comparisons – 36 countries - Accumulative Experiences

Table B.1. – Institutional Typology and Management — 1945/2000

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	STATE (*)	NON-GOV'T	SPORT SYSTEM'S BODIES	FOR - PROFIT ORGANIZATIONS (**)	INSTITUTIONAL DISCONTINUITY AND CHANGE
ASIA	(7)	(6)	(5)	(3)	(5)
AFRICA	(2)	(1)	(2)	(0)	(2)
EUROPE	(14)	(14)	(14)	(6)	(12)
L. AMERICA	(7)	(3)	(4)	(1)	(7)
N. AMERICA	(2)	(2)	(0)	(2)	(2)
TOTAL	32	28	25	12	28

(*) The variable "state" embodies more institutions than "government" from Table A.5.

(**) Data from Table A.5 (variable "business") for the effect of comparison.

Table B.2. – Institutional Insertion — 1945/2000

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	MULTI-LAYRED SPORT SYSTEMS	LEISURE AND RECREATION INSTITUTIONS	SFA ROOF ORGANIZATIONS	NON SPECIALIZED INSTITUTIONS
ASIA	(5)	(4)	(3)	(7)
AFRICA	(2)	(1)	(2)	(2)

EUROPE	(14)	(7)	(9)	(17)
L. AMERICA	(7)	(3)	(2)	(7)
N. AMERICA	(2)	(0)	(0)	(2)
TOTAL	30	15	16	35

General Trends - Continents

- The three most important types of institutions that have managed SFA since 1945 are: (1st) the State, (2nd) non-governmental organizations and (3rd) institutions from national sport system (Table B.1). This hierarchy seems to be balanced in all continents, except for North America, where SFA does not have relation to the sport system (federations, associations, Olympic Committee etc.) and for Latin America, which is in some intermediate position because it has fewer links than those found in Europe, Asia and Africa. Although the for-profit organizations have been less committed to SFA than the other institutions that attend to SFA needs, especially in Africa and in Latin America, they are leveled to the others in the case of North America. Although some hierarchy has been installed between organizations that manage SFA, the incidence of discontinuity and change has been kept the same in these institutions, in general, in all continents, which suggests that SFA is more of a secondary or marginal option than a public or private institutional specialization.
- Table B.2 confirms the institutional instability of SFA in all continents. The organizations that have managed SFA in each country were not specialized in most of the countries. However, whenever the different types of institutions that have housed SFA are taken into consideration, it is possible to observe that the one that has been more successful is exactly the institution related to the national sport system. In general, this institution is organized by multi-layered levels of management considering either the horizontal level (the regions of each country, for example) or the vertical level (specialized practices managed by hierarchical institutions). The insertion in organizations specialized in leisure and recreation has been an option that is less common than those referred to sport systems, but this happens less frequently in Asia and Africa. The SFA roof organizations, which presuppose a better institutional focus, did not reach any importance in any of the continents. It did not have any examples in North America. However, it is

important to mention that there was some participation in the case of Europe. Finally, whenever present, the SFA roof organizations have not been developed as solutions to the institutional instability of SFA.

Trends in Context - Country or Group of Countries

B. Asia:

- The transfer of SFA management to another governmental institution or to another private institution in a successive mode has been happening in Korea, Israel, Australia, Japan and China.
- In Australia, it is possible to observe a trend towards unorganized, informal sport activities, which seems to emphasize local practices and community services.

B. Africa:

- SFA in South Africa before 1994 was uncoordinated and fragmentary as it has been in the United States and in Brazil when putting the focus in other continental areas.

B. Europe:

- The three most common institutional bases linked to SFA, the state, the society and the market, seem to be in equilibrium in 14 countries but only in terms of government and society, except in Finland, Belgium-Flandres, Austria, France and Germany, where the market link also plays an important role.

B. Latin America:

- In Argentina, the SFA roof organizations are federations legally registered as any sports federation: one linked to the National Olympic Committee and the other one, more specialized and independent.

B. North America:

- The campaigns for the incentive of physical practices have existed in the United States since the end of the 19th century. The YMCA, in particular, played a very important role in this type of promotion, which comes before the development of SFA in the 20th century in a world scale. There is written record of the influence of the YMCA in Korea, Greece and Uruguay. In the 1950s and 1960s there were campaigns such as the New Games or the fitness tests for school children.

- When the proposed historical model of SFA development (see the Belgium-Flanders chapter) is compared with circumstances registered in the United States and Canada, it is possible to observe that the phase of democratization of sport that took place in the 1970s also shows some signs in Canada. Besides that, the United States and Canada have been following the phase of the active lifestyle of the 1970s, but the presupposed phase of consumption of the 1980s had already taken place in the 1960s. The phase of individualism and health of the 1990s seems to be closer to American events. The interpretation of ethnic harmony through SFA has happened in the United States just as similarly identified in some Asian countries (Malaysia, Singapore and Australia).

C. Marketing

Juxtaposition Analysis – 36 Countries – 1970s/1990s

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none"> • SFA activities use communication tools instead of Marketing approaches • There is discontinuity in marketing approaches of SFA initiatives 	<ul style="list-style-type: none"> • There is a partial use of marketing principles in SFA activities • There is a marketing strategy implementation in SFA initiatives

Simultaneous Comparisons – 36 countries - Accumulative Experiences

Table C.1. – Marketing Interventions — 1970 / 2000

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	COMMUNICATION INSTEAD OF	PARCIAL USE OF	DISCONTINUITY IN MARKETING	MARKETING STRATEGY
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	MARKETING	MARKETING PRINCIPLES	APPROACHES	IMPLEMENTATION
ASIA	(4)	(6)	(4)	(1)
AFRICA	(1)	(1)	(1)	(1)
EUROPE	(13)	(14)	(7)	(6)
L. AMERICA	(7)	(3)	(2)	(1)
N. AMERICA	(0)	(2)	(2)	(1)
TOTAL	25	26	16	10

General Trends- Continents

- The interventions that have been using marketing as a tool for mobilization and fixation of participants have been discontinued several times much very similarly to what happened to the institutions that have dealt with SFA since 1970 (influence of the Trim Campaign and other initiatives which focused on the awareness of the effects of physical exercise). That is why Table C.1 includes variables that have worked as complementary in all continents. This way, the discontinuity in the marketing of SFA has played a coherent role in the continents where marketing principles have been partially used and where communication tools have been used to mobilize participants. It is possible then to conclude that the implementation of marketing strategies in SFA has offered few examples in all continents, but more importantly in North America and in Europe.

Trends in Context - Country or Group of Countries

C. Asia:

- The indirect promotion of SFA by commercial providers is identified in Korea and Australia.

- The use of Internet for communication and marketing related to SFA development is found in present days in Israel and Australia.

C. Africa:

- The objective of marketing in South Africa for SFA interventions is being defined in social re-engineering terms (empowerment, social inclusion, accessibility etc).

C. Europe:

- Marketing is becoming today a tool for SFA initiatives in Romania, but this beginning is mostly related to a new law to patronize sport activities, not specialized institutions in sport.
- In the early stages of SFA in Austria, the idea of sport as a commodity that has to be sold facing competition with many leisure opportunities and offers has successfully influenced SFA marketing principles and strategy.

C. Latin America:

- The marketing research in Colombia is mostly referred to public opinion polls.
- The Internet is broadly used by the three national-regional SFA programs in Brazil.

B. North America:

- In Canada, there has been evidence that people who have joined fitness programs tend to be more educated and to belong to higher social economic classes. In all, motivation and participation in SFA grounds seem to be reinforced by understanding the process of building up active lifestyle.

D. SPONSORSHIP AND FINANCING

Juxtaposition Analysis — 36 countries — 1970s/1990s

SIMILARITIES	DIFFERENCES
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- SFA is financed by multiple sources led by governmental institutions
 - Local governments are the leading investors of SFA in terms of institutions
 - Non-governmental bodies complement SFA investments in addition to participants themselves in their leisure consumption
 - Sponsorship is still insufficient support to SFA even in developed countries

Simultaneous Comparisons – 36 countries - Accumulative Experiences

Table D.1. – Financing — 1970s /1990s

Variable occurrences per country = 0,1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	MULTIPLE SOURCES	NON-GOV'T SUPPORT	LOCAL GOV'T INVESTMENTS	SPONSORSHIP SUPPORT
ASIA	(6)	(5)	(6)	(4)
AFRICA	(1)	(1)	(1)	(1)
EUROPE	(15)	(16)	(9)	(10)
L. AMERICA	(6)	(3)	(2)	(3)
N. AMERICA	(2)	(2)	(2)	(2)
TOTAL	30	27	20	20

General Trends - Continents

- Although the state has controlled the direction and, sometimes, the management of SFA in all continents, the financing of these activities has been done through various sources, including the important participation of non-governmental institutions. In both North America and Europe the financial commitments of non-governmental institutions have been practically the same to the ones that come

from multiple sources. However, the financial support to SFA at the local level – generally governmental – is becoming more like that of the other alternatives or even taking up the most part in the cases of North America and of Asia. The participation of sponsors in the activities of SFA in the period that goes from the 1970s to the 1990s was registered in all continents as being equivalent to those done at the local level, except for Latin America, which mobilized more resources from sponsors and for Asia, which used fewer sponsors. The appreciation of the variables of Table D.1 all together reinforces the hypothesis that most of the expenditures of SFA are covered by the participants of the activities once only the variable that refers to local government investments is explicitly committed to the State.

Trends in Context - Country or Group of Countries

D. Asia:

- The SFA funding by local governments is mostly used to build facilities in Korea, Japan and Australia.
- The countries where Sport Lottery provides financial support to SFA are Israel e Japan.

D. Africa:

- In South Africa SFA is partly funded by Sport Lottery.

D. Europe:

- In Belgium-Flanders there seems to be no adequate studies about the financing process of SFA. This problem is locally interpreted as an international common occurrence. However, it is possible to observe that SFA participants spend as much as the government when it comes to finance physical practices.
- In Poland, the expenditures with SFA are only estimates because the facilities for sports practice are the same ones of top sports.

E. TARGET GROUPS

Juxtaposition Analysis — 36 Countries – 1970s/1990s

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none"> • Focus on Targeting • Research to identify targeting profiles • Targeting on elderly, children, youth, women, families, workers, poor people etc. 	<ul style="list-style-type: none"> • Focus on free access to participation • Target groups chosen in local level or by specific programs • Focus on inactive people and participation expansion (all groups)

Simultaneous Comparisons – 36 countries - Accumulative Experiences

Table E.1. – Target Groups – Main Focus – 1970s/1990s

Variable occurrences per country = 0,1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENT S / VARIABLES	USE OF TARGETING CHOICES	RESEARCH FOR TARGETING	FOCUS ON FREE ACCESS PARTICIPATION	FOCUS ON PARTICIPATION ON INCREASE	FOCUS ON INACTIVE PEOPLE
ASIA	(8)	(5)	(5)	(8)	(7)
AFRICA	(1)	(0)	(2)	(1)	(1)
EUROPE	(16)	(9)	(14)	(14)	(15)
L. AMERICA	(6)	(3)	(4)	(4)	(4)
N. AMERICA	(2)	(2)	(2)	(2)	(2)
TOTAL	33	19	27	29	29

Table E.2. – Target Groups – Preferred Options – 1970s/1990s

Variable occurrences per country = 0,1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	ELDERLY	CHILDRE N & YOUTH	FAMILY	WOMEN (*)	PEOPLE WITH SPECIAL NEEDS	WORKER S	POOR PEOPLE
ASIA	(8)	(4)	(4)	(6)	(4)	(5)	(2)
AFRICA	(1)	(2)	(1)	(1)	(1)	(2)	(2)
EUROPE	(15)	(13)	(4)	(12)	(11)	(11)	(1)
L. AMERICA	(6)	(6)	(3)	(0)	(3)	(2)	(5)
N.AMERICA	(2)	(1)	(2)	(1)	(1)	(1)	(1)
TOTAL	32	26	14	20	20	21	11

(*) Three Latin American countries have programs for adults but not explicitly for women.

General Trends - Continents

- Targeting is an improvement of SFA, which is today also deeply involved in past references for interventions such as increase in participation and priority for inactive people (Table E.1). Thus, all continents have been using targeting procedures in addition to free access to participation as found in mass promotions. Researches for appropriate targeting have been more used in North America , Asia and Europe; but they are still insufficient in Latin America and Africa.
- Taking into account all continents together, preferred options of targeting are (1st) the elderly, (2nd) children & youth and (3rd) workers. By continents, additional emphasis has been placed on families (Asia and Africa), women (Asia and Europe), people with special needs (Europe, Asia and N. America) and poor people (Africa and L. America).

Trends in Context - Country or Group of Countries

E. Asia:

- In Taiwan, the target group 'women' coincides with that of 'family' because both are considered interdependent.
- In Israel, the target groups are arranged on a priority basis according to social necessities: first come the elderly, second the workers and in third, women.
- There are target groups in Australia that represent social development needs of that country such as "ethnic communities" and "aboriginals". By the same token, the unemployed made up a target group developed in Korea.
- Social priorities in Japan have indicated as targets: children, the elderly and handicapped people.
- In China, the elderly are the most important target group for SFA.

E. Europe:

- In Denmark the definition of target groups has been produced according to the specialization of the institution that promotes SFA. Targeting has also been made adequate with availability of settings for the practices.
- In Hungary, there seem to be questions about the democratic interpretation of SFA since the right of citizens to not participate in activities is often not respected.

E. Latin America:

- In all Latin American countries, women as a specific target group are not yet clearly acknowledged by SFA initiatives.

F. SETTINGS

Juxtaposition Analysis — 36 Countries – 1970s/1990s

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none">• Settings for SFA activities according to programs or local choices and opportunities	<ul style="list-style-type: none">• Focus on special settings as sport facilities, schools, workplace, nature (beach, forests etc), parks, streets,

clubs etc.

Simultaneous Comparisons – 36 countries - Accumulative Experiences

Table F.1. – Settings – Preferred Options – 1970s/1990s

Variable occurrences per country = 0, 1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	CHOICES OF PROGRAMS AND OPPORTUNITIES	SPORT FACILITIES	SCHOOLS	WORKPLACE	NATURE & PARKS	STREET & ROADS	CLUBS
ASIA	(5)	(4)	(4)	(5)	(4)	(0)	(1)
AFRICA	(1)	(1)	(2)	(2)	(0)	(2)	(0)
EUROPE	(13)	(16)	(8)	(7)	(6)	(2)	(13)
L. AMERICA	(4)	(1)	(3)	(1)	(4)	(3)	(0)
N.AMERICA	(2)	(2)	(2)	(2)	(2)	(0)	(0)
TOTAL	25	24	19	17	16	7	14

General Trends - Continents

- The selection of settings for SFA activities has been related not only to opportunities of local choice but also to the interests of intervention programs since the 1970s. Besides that, it is also possible to observe the appearance of SFA initiatives that are related to settings because of mutual influence due to the offered activities. In these circumstances, the preferred settings by the continents as a whole are the ones that follow, especially the continents where these preferences are located in their most part: (1st) sport facilities (North America e Europe); (2nd) schools (North America and Africa); (3rd) workplace (North America , Asia and Africa); (4th) nature & parks (North America and Latin America); (5th) clubs (Europe) and (6th) street & roads (Africa and Latin America).

Trends in Context - Country or Group of Countries

F. Asia:

- In Malasia the government has developed and financially maintained clubs for poor people to practice SFA activities.
- In Singapore, SFA has been planned for participants not to spend more than 5 minutes of walking distance to reach the appropriate facilities.

F. Europe:

- In Bulgaria, there has been some instability in the lending of facilities by companies that have settings for the practices of SFA. The same has been happening in other continents in terms of programs for workers (Canada, U.S.A. and Brazil).
- There is a tendency to place SFA activities in areas close to where participants live in Bulgaria and in France.
- Combinations of settings and targets according to availabilities or interests of SFA interventions have been common in Denmark, Austria, Belgium-Flanders, Spain, Finland, England, and Greece.
- In Bulgaria, Belgium-Flanders and Russia, the target groups of SFA that dealt with beginning level participants offered the most access to the practices. Later on, other groups that needed physical practices more were better exposed to practices.

G. STRATEGY

Juxtaposition Analysis — 36 Countries – 1970s/1990s

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none">• Existence of strategic guidelines for short or long-term periods• Long-term programs• Mass Media Promotions• Focus on interventions for Social	<ul style="list-style-type: none">• Explicit lack of strategy for SFA development• Large-scale events• Training program for leaders and delivery of information• Focus on the increase of participation

Inclusion

- Development of awareness and /or awards for motivation
- Fitness condition tests

Simultaneous Comparisons – Accumulative Experiences

Table G.1. Strategy – Preferred Focus – 1970s/1990s

Variable occurrences per country = 0,1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	ADOPTION OF STRATEGIES	FOCUS ON SOCIAL INCLUSION	FOCUS ON PARTICIPATION INCREASE
ASIA	(8)	(6)	(8)
AFRICA	(1)	(2)	(2)
EUROPE	(14)	(12)	(15)
L. AMERICA	(2)	(4)	(4)
N. AMERICA	(1)	(2)	(2)
TOTAL	26	26	31

Table G.2 – Strategy – Preferred Guidelines – 1970s/1990s

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	LONG-TERM PROGRAMS	LARGE-SCALE EVENTS	MASS MEDIA PROMOTION	TRAINING OF LEADERS & INFORMATION	AWARENESS & AWARDS	FITNESS TESTS
ASIA	(7)	(7)	(5)	(3)	(5)	(2)
AFRICA	(1)	(1)	(1)	(2)	(1)	(0)
EUROPE	(10)	(7)	(5)	(7)	(6)	(3)
L. AMERICA	(5)	(3)	(1)	(3)	(3)	(0)

N. AMERICA	(2)	(1)	(1)	(0)	(2)	(2)
TOTAL	25	19	13	15	17	7

General Trends - Continents

- The strategy that has been historically defined for SFA is increase in participation, which has been combined with the focus on social inclusion (Table G.1). This combination has been taking place in all continents, especially in Asia and Europe. Latin America, in particular, shows the least interest in relation to the adoption of strategies. Moreover, North America does not have the same level of commitment that Asia and Europe have towards the establishment of strategies.
- The strategic options preferred by the continents, especially those that involve major commitments (Table G.2), have been: (1st) long-term programs (North America, Asia and Latin America); (2nd) large-scale events (Asia); (3rd) awareness & awards (North America and Asia); (4th) training of leaders & information (Africa, Latin America and Europe); (5th) mass media promotion (North America) and (6th) fitness tests (North America and Asia).

Trends in Context - Country or Group of Countries

G. Asia:

- In China during the 1990s, the strategy of SFA was inserted in the development of sport in general and in the whole country. The same happened in Korea, within the same period, with the incorporation of SFA in the five-year plans of the development of sport in general.

G. Europe:

- In Poland, it has been observed that there has never been any clear strategy for the development of SFA.
- In Greece, strategies reach target groups according to their priority in SFA local choices. The same has happened in Latin America, in the case of Argentina.
- In Finland, there is a conception of SFA in which marketing is the core of the strategy of combination involving target groups, settings and activities. In Belgium-Flanders there is a version of this definition of SFA strategy that places marketing in a pivotal position.

G. Latin America:

- The experience of Brazil with its multiple strategic options confirms that the best way to build a SFA movement is from the bottom up, contaminating the whole society step-by -step.

G. North America:

- Although there are no strategies of SFA in the U.S. that have national validity, at the end of the 1990s it is possible to observe some effort in the whole country in order to tackle the problem of overweight children because of its epidemic characteristic.

H. SOCIAL CHANGES

Juxtaposition Analysis — 36 Countries – 2000

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none"> • There are changes in the profile of the social groups participation in SFA • Growing Concern with healthy life • Penetration and Diffusion of SFA in society • Increase of positive attitudes towards SFA 	<ul style="list-style-type: none"> • The overall participation increase in SFA activities • Widening Diversity in SFA practices • SFA development held by social constraints • Risk of social control by means of SFA

Simultaneous Comparisons – Accumulative Experiences

Table H.1. Social Changes – Positive Perceived Repercussions from SFA – 2000

Variable occurrences per country = 0,1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	CHANGES IN PARTICIPATION	MORE CONCERN WITH HEALTHY	POSITIVE ATTITUDES	PENETRATION AND DIFFUSION
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	PROFILE	LIFE	TOWARDS SFA	OF SFA
ASIA	(5)	(7)	(6)	(4)
AFRICA	(0)	(0)	(1)	(0)
EUROPE	(10)	(8)	(7)	(7)
L. AMERICA	(3)	(2)	(2)	(5)
N. AMERICA	(2)	(2)	(1)	(2)
TOTAL (n=36)	20	19	17	18

Table H.2. Social Changes – Contrasting Perceived Repercussions of SFA – 2000

Variable occurrences per country = 0,1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENTS / VARIABLES	PARTICIPATION INCREASE	WIDENING DIVERSITY	RISK OF SOCIAL CONTROL	SFA HELD BY SOCIAL CONSTRAINTS
ASIA	(6)	(5)	(0)	(2)
AFRICA	(2)	(0)	(2)	(2)
EUROPE	(9)	(9)	(2)	(1)
L. AMERICA	(4)	(2)	(3)	(5)
N. AMERICA	(1)	(2)	(0)	(0)
TOTAL	22	18	7	10

General Trends - Continents

- The social changes related to SFA and perceived as positive have had special attention whenever more improvement in the segmentation of SFA interventions came up. Although this tendency has been recent among the continents, mainly in North America and Asia, it seems to be the most important one in the year 2000. However, in Africa it was not possible to detect this qualitative approach of SFA (Table H.1). The closest variable to that of more concern with a healthy life is located next to participation profile, especially in North America and Asia. The variable penetration and diffusion of SFA also has values close to those of previous variables, especially in North America and Latin America. The variable positive

attitude towards SFA can be observed to have more importance than others in all continents, especially in Asia.

- Positive social changes belong to SFA whenever it refers to search for quality in interventions. However, in the year 2000, this search faces either obstacles or delays as it can be observed on Table H.2. This way SFA is still bound to quantitative approaches as it can be observed in the variable participation increase, which is important in all continents, especially in Africa and Asia. The variable widening diversity also has influence for the delimitation of SFA because it is important in North America, Asia and Europe. However, the social constraints, which are supposed to limit the social changes produced by SFA are typified in Africa and Latin America. In these very continents of weaker social order, the variable risk of social control is more relevant, which contrasts against the almost absence of any register in North America and Asia.

Trends in Context - Country or Group of Countries

H. Asia:

- In Korea, SFA has been working as a means of social intervention, with its focus directed to the awareness of an active lifestyle. With this orientation, SFA has been part of the modernization of the country.
- A proof that SFA has had oscillatory effects in society is found in Korea, where there was an increase in the practices between 1994 and 1997. However, there had been a decrease in 1991. Both increase and decrease had explanations elaborated outside the sports world.
- SFA in the year 2000 was operating in China with two priorities: (i) the improvement of life in the urban centers and (ii) the social development of the countryside.
- In Israel, military service has been working as an incentive to SFA.
- In Australia, there has been little increase in the numbers of the active population in relation to SFA initiatives that have been developed. In 1985, the participants were 54% of the total population and in 1998 they were 59%. The number of people affiliated to top sport has also decreased 20% between 1980 and 2000.
- In Singapore participation in SFA went down at the beginning of the 1990s, which created a gap in the continuous growth of the number of participants.

- In Australia, the stability level of participation in sport practices has indicated that there seems to be a decrease in the number of young people taking part in physical activities as opposed to the increase in participation in relation to the other groups.
- The concept that most of the adults engage in physical activity because they had developed the habit as kids is emphasized in Israel. It is recommended, then, to see how important it is for school programs to adhere to SFA to look into the future.
- In Australia, uncomplicated and fun activities have been considered as the key to lifelong participation in SFA.

H. Europe:

- In Austria, the proportion of female participants in SFA physical activities in relation to the male participants went from 7:1 in 1969 to 1:3 in the 1990s.
- In Finland, the programs of intervention in SFA of the 1990s have been interpreted as having already reached the limit of effectiveness.
- In Portugal the number of senior participants has been growing up while the number of young people participating in physical activities has been going down, in conditions similar to those of Australia.
- In Italy, still in the year 2000, there was some manipulation of SFA by the Catholic Church and political parties, confirming that the variable "risk of social control" still exists in the interpretation of SFA and in its resulting social changes.

H. North America:

- In Canada, it has been observed that there has been a group of very active participants in SFA activities. However, at the same time, it is also possible to point out a group of inactive individuals who do not seem to give in to this new change in behavior. In Europe this same pattern has shown up in Portugal.
- In the USA, participation in sport is directly correlated to the financial possibility of individuals as also detected in Asia, in the case of Australia. Another finding from the U.S.A. is that participation is referred to race and ethnicity even after participants have been determined by social class. The cultural background of the individuals seems to establish directions for the participants.

I. NATIONAL CONCLUSIONS

Juxtaposition Analysis – 36 countries – 2000

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none"> • SFA management is adapted to traditional sport institutions • SFA was successful in its results • SFA is one of the great social changes of the 21st century • SFA is positively affected by international relationships and cooperation • The future focus of SFA will be on the social groups not yet reached by past and present interventions 	<ul style="list-style-type: none"> • SFA management needs to be improved • Government oscillates in assuming SFA as public interest • SFA is increasingly focusing on demands of individuals and groups • SFA management and interventions are increasingly defined at local level • SFA is changing from the focus on mass to the focus on group and on the individual; from leisure to health; from quantity to quality and to specific focuses

Simultaneous Comparisons – Accumulative Experiences

Table I.1. – National Conclusions – Facts & Prospects – 2000

Variable occurrences per country = 0,1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENT S / VARIABLES	SFA ADAPTED TO SPORT BODIES	SUCCESSFUL RESULTS OF SFA	GREAT CHANGES IN 21 ST CENTURY	DEMANDS INSTEAD OF SUPPLY	CHANGES FROM GENERAL TO SPECIFIC
ASIA	(6)	(8)	(4)	(3)	(6)

AFRICA	(0)	(1)	(0)	(0)	(1)
EUROPE	(13)	(12)	(5)	(7)	(8)
L. AMERICA	(6)	(3)	(0)	(1)	(5)
N. AMERICA	(0)	(2)	(2)	(1)	(2)
TOTAL	25	26	11	12	22

Table I.2. National Conclusions – Specific Trends – 2000

Variable occurrences per country = 0,1 or >1

Frequency = (total of occurrences of variables in all countries of the continent)

CONTINENT S / VARIABLES	NEED OF MGT IMPROVEMENT	GOV'T OSCILLATIO N	SFA IS AFFECTED BY INT. RELATIONS	SFA MGT IN LOCAL LEVEL	CHALLENGE : GROUPS NOT REACHED YET
ASIA	(5)	(0)	(3)	(3)	(4)
AFRICA	(2)	(2)	(0)	(1)	(0)
EUROPE	(10)	(6)	(7)	(7)	(3)
L. AMERICA	(6)	(7)	(5)	(4)	(1)
N. AMERICA	(2)	(2)	(2)	(0)	(2)
TOTAL	25	17	17	15	10

General Trends - Continents

- Although SFA requires management compatible with its specificity, it seems to be generally adapted to sport institutions in the year 2000, except for North America and Africa (Table I.1). Even so, the social and cultural results of SFA have been considered successful in the different countries, especially in those of Asia and of

North America. The same cannot be said of Latin America and Africa. In North America, Asia and Europe these positive results have been mentioned together with the greatest changes of the 21st century. From an SFA perspective, a tendency seems to be taking form in Europe and in Asia: from the offer (supply) of physical activities to the demand for these same activities.

- Changes inside SFA have showed up more clearly that there has been some evolution from generic to specific interventions, such as that of national to local, from mass to individual, from leisure to health and from target groups to non-compliers.
- In more specific terms, but with less incidence in the various continents, the following conclusions have been reached (Table I.2): (a) SFA needs to develop procedures in terms of having its own management, as North America, Latin America and Africa have demonstrated; (b) the government has hesitated in assuming SFA as a public policy, especially in North America, Latin America and Africa; (c) there are national advantages coming from the synergy gotten through the international relations of SFA itself, basically in North America and Latin America; (d) the positive value of the exchange with other nations has not reduced the tendency of local management of SFA, as it is recognized in Latin America and in Europe; (e) except for Africa, there seems to be a final challenge looming up in all continents: to reach all social groups that have been kept apart from physical exercise and SFA.

Trends in Context - Country or Group of Countries

I. Asia:

- In Japan, at the beginning of the 21st century, there was a " Sport for All society" in progress according to SFA local leaders.
- In Singapore, there is a clear-cut and successful way of having a "sporting nation" through national plans that happen every five years. One of the objectives of these plans is to make facilities available for sports practices within a maximum distance of 3km from any place of residence.

I. Europe:

- In Belgium-Flandres a controversial interpretation of SFA has been proposed: on the one hand SFA has had good results but on the other hand it has showed low participation in the practice of physical exercises by the population.
- In Germany, the experience of SFA has revealed that there are results that have not been anticipated by program leaders.
- In Finland, models of intervention for groups of inactive people who happen to be highly resistant to changes have not been followed. Still in this country there have been concerns in relation to pressures that might be generated on these inactive individuals, especially when they come to their own limits.

FINAL REMARKS

From previous general trends detected, the following synthetic conclusions may be forwarded:

- A. Sport for All is a mode of intervention in society by means of motivating the population as a whole or in segments to the practice of physical activities aiming at the inclusion of participants in leisure, health and sport developments. As such, since the mid-20th century, Sport for All has been typified by competing denominations and aims, reflecting the emphasis on local sport development and on the globalization of sport in the context of active living culture. Today, preferential focus on either leisure or health, or even on sport development, in the SFA context, reflects more professional biased opinion than scientific evidences.
- B. Sport for All has been implemented by the State and by non-governmental institutions as an additional option to their primary functions. Nevertheless, not organized (bottom-up processing) activities are a characteristic feature of SFA in any country. Moreover, for-profit organizations have become influential but they reflect market opportunities on an occasional basis. In all, SFA is currently inserted and adapted to multi-layered sport systems but remains uncoordinated and lacking in continuity of programs, events and other means of intervention.

- C. According to 1970s SFA proposals, marketing should have raised the public awareness about active living advantages but this aim has not yet been reached in most countries. Communication tools for people to participate in events have more common usage in SFA initiatives than in marketing. Moreover, communication in SFA is reinforced by marketing principles and rationales.
- D. As a result of the lack of specialization of SFA institutions, financial resources of SFA activities often overlap other investments. So far, SFA funding has been made by multiple sources led by governmental institutions, especially of local level. Besides the participants themselves, private institutions also share SFA costs as leisure consumption. In this context, sponsorship in SFA concerns is more an exception than a common option even in developed countries.
- E. Targeting is an improvement in the increase of participation but focuses on free access to participation and on inactive people has still been taking up as a priority by SFA programs. Research to identify target groups needs is insufficient in all continents; therefore, the selection of social segments for activities has been mostly arbitrary or referred to intervention needs of different areas of sport, health or leisure.
- F. Fixed and special settings for different offers and diverse decisions made by participants suggest an improvement in SFA throughout its evolution. But the choice of settings according to the offer of specific programs and/or of local opportunities remains dominant.
- G. Strategies for SFA development are mostly related to government institutions that adopt long-term programs and focus on the increase of participation. The improvement of the participation rationale is usually referred to social inclusion. Preferred strategic guidelines are long-term programs and large-scale events, although the use of mass media, has been diminishing since the beginning of pioneer SFA initiatives.
- H. The expansion of SFA continues at the end of the 1990-decade in addition to changes in participation profile (from the population as a whole to segments) suggesting that the qualitative focus is now equivalent to the quantitative approach to SFA as defined in its origin. Also a growing concern with healthy lifestyle seems

to be dominant in many countries despite the widening diversity of SFA supply and demand. Again, there is an increase of positive attitudes towards SFA, which is apparently associated to the penetration and diffusion of this proposal in society. However, the historical link of SFA with social control still remains while a new relationship emerged as referred to social constraints (social violence, economic crisis etc) as holding SFA development.

- I. SFA is one dimension of sport activities but it needs improvement in management because it requires specific attentions. In spite of the instability of governmental bodies in relation to the development of SFA in some countries, the results of SFA social interventions have been successfully reached according to their original purposes. Also, there have been frequent connections of this success with the synergetic effect of both the international exchange in sport and the ongoing great social changes of the 21st century. In addition, these changes are becoming more specific in the different components of interventions (national to local, mass to individuals, leisure to health and target groups to non-compliers).

Following these conclusions, a final assessment of SFA is appropriate in view of its presupposed impact in today's global society: the SFA worldwide participation in relation to total population. Again, the working assumption that SFA is a global phenomenon can be matched with the conception that SFA yields great differences in terms of cross-cultural and cross-national focus and substance. In fact, participation is an end product of SFA but it is interwoven with many other social and cultural causes, as seen throughout this study. The lack of an international standard definition of participation in physical activity or in sport also contributes to make available data unreliable for comparisons (ISI, 1995).

Despite these difficulties, 27 participant countries of the present comparative research (75% from the total) have forwarded their sports participation statistics or estimated quantitative status either in terms of active population or sports participation measures. Within the limited scope and reliability of these data, an overall approach to SFA participation index is valid in order to establish a point of departure for future assessments. A support to this option is found *inter alia* in Wicklin (1995), to whom sport statistics has been an ongoing process of improvement as depending on more appropriate definitions of performance and participation.

Table 4

SFA PARTICIPATION INDEX BY CONTINENT
ACTIVE POPULATION / TOTAL POPULATION IN PERCENTAGE

(Number of respondent countries) N= 27

CONTINENT S / INDEX	LESS THAN 10%	10 -30 %	30 - 50 %	50 - 60 %	MORE THAN 60 %
ASIA (6)			4	1	1
AFRICA (2)	1	1			
EUROPE (11)		4	2	2	3
L. AMERICA (6)	1	2	3		
N. AMERICA (2)				2	
TOTAL	2	7	9	5	4

Table 5
 MINIMUM SFA PARTICIPATION BY CONTINENTS
 ACTIVE POPULATION OF RESPONDENT COUNTRIES
 (N = 27)

CONTINENTS / PARTICIPATIO N	MINIMUM PARTICIPATION IN PERCENTAGE	POPULATION RESPONDENT COUNTRIES IN MILLION	MAXIMUM PARTICIPATION IN PERCENTAGE	CONTINENT'S MINIMUM PARTICIPATION IN MILLION
ASIA	33,2 (CHI)	1490	65,7 (JAP)	494,6
AFRICA	2,0 (MOZ)	50	28,5 (SFA)	1,0
EUROPE	21,4 (ROM)	572	83,5 (HUN)	122,4
L. AMERICA	7,0 (COL)	385	35,0 (CHL)	19,2
N. AMERICA	60,0 (USA)	307	65,0 (CAN)	184,2
TOTAL		2815		821,4

Thus, in Table 4, the majority of respondent countries to the issue of SFA participation are concentrated on the 10 - 50 % indexes. In this concern, Asia and North America reveal more homogeneous patterns of participation than other continental areas. However, Europe and North America present the best outcomes from participation improvement as measured by higher indexes of their active population. Additionally, from Table 5 data is also knowledgeable that the bottom line for SFA future developments in this group of 27 respondent countries is approximately 820 million participants.

By the size of the sample used to reach the estimated minimum participation in today's SFA international circumstances, the proposed bottom line of 14 % of participation seems to be representative in a global perspective. After all, only two countries of the sample had below 10% of participation. The reference figure moreover suggests that the SFA international bottom line is important in absolute value (nearly

one among six inhabitants of the world), but it is insufficient in relative terms on account of the 80% level of participation already obtained by a few European countries, here admitted as the maximum participation as referred to practical experience.

In summary, SFA may be considered a cultural fact of today's globalization by its extensively worldwide reach and its variety locally determined. But, there is still a long way to go in order to find its ideal position to become the consolidated basis of health promotion in addition to leisure and sport development in international perspective. And in this perspective, the promotion and implementation of inquires focusing on regional and thematic contexts are a natural and adequate option for future actions of SFA leaders and researchers. Again, another statement of Pierre de Coubertin's as published in 1935 is still inspirational when compared with updated interpretations of either the recent experiences and trends of Sport for All worldwide or its proposed future :

"... Not all young men are destined to become athletes. Later, no doubt, through enhanced public and private hygiene and through astute measures intended to improve the race, it will be possible greatly to increase the number of individuals capable of handling intense athletic education. It is unlike that we will ever reach more than about half, certainly no more than two thirds, of each generation. Currently we are far from that figure in all countries. Yet even such a result were to be achieved, it would not necessarily follow that all these young athletes would be "Olympians", i.e. men capable of contesting world records. I have presented this idea before, in an axiom (now translated into various languages) unconsciously accepted by nearly everyone: ' For every hundred who engage in physical culture, fifty must engage in sports. For every fifty who engaged in sports, twenty must specialize. For every twenty who specialize, five must be capable of astonishing feats' ".

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